Alexia Gibbs

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EDUCATION

Indiana University, Eskenazi School of Art, Architecture and Design
Bloomington, IN

Bachelor of Science
Major| Comprehensive Design
2020-2024

Minor| Spanish and Human Computer Interaction
2020-2024

EXPERIENCE

Graphic Design Intern| INvestEd Indiana

Indianapolis, IN

2024-Present
- Redesigned information handouts on FAFSA and scholarship information, enhancing clarity and accessibility for students and parents
- Developed bilingual (English and Spanish) educational materials, ensuring inclusive communication for diverse audiences
- Created visually appealing website banners and advertisements, contributing to the organization's digital marketing efforts
- Organized and structured complex information into easy-to-navigate layouts, improving user experience and comprehension.

Graphic Designer| Indiana University Division of Student Affairs Marketing Bloomington, IN

2023-2024
- Collaborate with clients to understand their unique design requirements and translate their vision into compelling graphic designs that effectively convey their message and capture their target audience's attention
- Successfully execute clients' instructions and creative briefs, working closely with the design team to brainstorm innovative ideas and approaches for marketing designs, resulting in impactful and appealing visuals
- Demonstrate versatility and attention to detail by creating multiple sizes and variations of designs, ensuring seamless implementation across various platforms and mediums to maximize the reach and effectiveness of the designs

Capstone Project| Indiana University

Bloomington, IN

2023
- Engaged in a comprehensive exploration of food insecurity among students and food waste management within campus dining facilities, leveraging a UI/UX lens
- Employed user-centric methodologies to delve into the needs and preferences of food-insecure students, while prioritizing their privacy and dignity
- Orchestrated immersive interviews with key stakeholders, including students, dining hall personnel, and representatives from the campus food pantry, to gain insights and refine the design process
- Crafted a user-friendly mobile app prototype using Figma, refining interactions based on user feedback

TEDx Installation| Indiana University

Bloomington, IN

2023
- Collaborative efforts with fellow students, TEDx and the local theater to design and construct a large-scale installation piece for a TEDx event, aligning it with the event's theme
- Utilized woodworking skills to craft and install visually impactful elements, ensuring optimal viewer engagement from various perspectives within the theater
- Worked under tight deadlines, contributing to the painting, installation, and uninstallation processes, demonstrating adaptability and dedication to project completion
- Fostered effective communication and teamwork, creating a collaborative environment conducive to creativity and innovation throughout the project lifecycle

Commission Artist| Alexia Created

Noblesville, IN

2018-Present
- Actively a commission artist, utilizing social media to showcase ongoing projects and engage with clients, following a transition from a previous jewelry business to focus on painting, digital designs, and posters
- Continuously accept commissions for a diverse array of artistic projects, spanning paintings, digital designs, and posters, showcasing adaptability and versatility in creative expression
- Maintain communication with clients, comprehensively understanding their requirements and preferences, and consistently meeting rapid deadlines

LANGUAGES

English
Spanish

SKILLS

Illustrator	Figma	Revit
In Design	CSS/HTML	Python
Photoshop	XD	Rhino